

ABSTRACT

Yusuf, Muhammad. 2018. Directing Short Feature Program Kanta Episode “A Sweet Traditional The Wajit” in West Bandung. The Final Project. Visual Communication Design Studies Program. Creative Industries Faculty of Telkom University.

The Government always encourage the people to support local product, yet there is still a lot of people that doesn't support their local product, one of the cause is the goverment still only use the old conventional approachment. Bandung is one of the city that has many potentials from the culture aspect, one of wich is the original cililin's wajit in west Bandung. Speaking of wich, the writer is interested to explore topic about "Local Product Wajit Original from West Bandung" into the short feature. In the design process, writer do research first used qualitative method by gathering data through observation, study of literature, and interiew. The analisys method is using study case approachment. Therefore, short feature program of youtube is required as a media to attract teenagers interest of their local product. By using short feature design, writer as movie director of "Kanta" has a role in directing program's idea and concept also responsible for pre-production, production, and post production process. The aim of this program is get the Indonesian local product begin to compete with international product. Futhermore this program is also intended to motivate the teenagers to always support their local product.

Keywords: Local Products, Short Feature, Directing, Wajit Cililin.